

ORDER



KSNV

Orders	Order / Rev:	102144	Primary AE:	Amy McCreary
Alt Order #:	06815977	Sales Office:	BLPHI	
Product Desc:	JOE HECK 4 CONGRESS	Sales Region:	National	
Estimate:	2214			
Flight Dates:	10/15/12 - 10/21/12			
Original Date / Rev:	05/24/12 / 07/17/12			
Order Type:	GENERAL			
 Agency	Name:	Strategic Media Placement, Inc.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
	7669 Stagers Loop		Billing Cycle:	EOM/EOC
	Delaware, OH 43015		Agency Commission:	15%
 Advertiser	Name:	Heck, Joe for Congress - Revised		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC02	Order Separation:	00:15:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	86	\$39,075.00	\$33,213.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	86	\$39,075.00	\$33,213.75	0.00
Totals	86	\$39,075.00	\$33,213.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$39,075.00
Market	100%	\$105,608.11

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$28,514.19
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$21,121.62
KTUD	0%	\$0.00
KVVU	16%	\$16,897.30
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/15/12	10/19/12	M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	5	\$200.00	0.00	NM	5	\$1,000.00	
M-F 5-6a WakeUp w/Wagners															
NEWS															
		Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					
		Week: 10/15/12	10/21/12	MTWTF--		5		\$200.00		0.00					

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Advertiser: Heck, Joe for Congress
Product Desc: JOE HECK 4 CONGRESS
Estimate: 2214

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/15/12	10/19/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	5	\$200.002	0.00	NM		5	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 5 \$200.00 0.00															
E 2	KSNV	10/15/12	10/19/12	M-F 6-7a WakeUp w/WagM	6-7a		MTWTF--	:30	10	\$475.002	0.00	NM		10	\$4,750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 10 \$475.00 0.00															
E 3	KSNV	10/15/12	10/19/12	Today Show	CM	658a-9am	MTWTF--	:30	10	\$500.002	0.00	NM		10	\$5,000.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 10 \$500.00 0.00															
E 4	KSNV	10/15/12	10/19/12	M-F Today Show II 3rd 10AM	9-10a		MTWTF--	:30	5	\$225.002	0.00	NM		5	\$1,125.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 5 \$225.00 0.00															
E 5	KSNV	10/15/12	10/19/12	M-F Today Show III 4th 10AM	10am-11am		MTWTF--	:30	5	\$175.002	0.00	NM		5	\$875.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 5 \$175.00 0.00															
E 6	KSNV	10/15/12	10/19/12	Noon News	CM	12-1230pm	MTWTF--	:30	5	\$225.002	0.00	NM		5	\$1,125.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 5 \$225.00 0.00															
E 7	KSNV	10/15/12	10/19/12	Dr. Phil	CM	3-4p	MTWTF--	:30	2	\$250.002	0.00	NM		2	\$500.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 2 \$250.00 0.00															
E 8	KSNV	10/15/12	10/19/12	M-F Early News	CM	5-630p	MTWTF--	:30	15	\$575.002	0.00	NM		15	\$8,625.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 15 \$575.00 0.00															
E 9	KSNV	10/15/12	10/19/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	5	\$795.002	0.00	NM		5	\$3,975.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 5 \$795.00 0.00															
E 10	KSNV	10/15/12	10/19/12	M-F Wheel	CM	7-730pm	MTWTF--	:30	5	\$795.002	0.00	NM		5	\$3,975.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 5 \$795.00 0.00															
E 11	KSNV	10/15/12	10/19/12	Face to Face w/ Ralston	CM	730-758pm	MTWTF--	:30	5	\$450.002	0.00	NM		5	\$2,250.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 5 \$450.00 0.00															
E 12	KSNV	10/15/12	10/19/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	5	\$575.002	0.00	NM		5	\$2,875.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 5 \$575.00 0.00															
E 13	KSNV	10/15/12	10/19/12		CM	1135p-1237a	MTWTF--	:30	3	\$275.002	0.00	NM		3	\$825.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Tonight Show Tonight Show															
LEN															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 MTWTF-- 3 \$275.00 0.00															
E 14	KSNV	10/20/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$525.002	0.00	NM		2	\$1,050.00
Sa-Su News 3 at Eleven															
NEWS															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----SS 2 \$525.00 0.00															
E 15	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$200.002	0.00	NM		1	\$200.00
News 3 Sunrise SATURDAY															
NEWS															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 1 \$200.00 0.00															
E 16	KSNV	10/20/12	10/20/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.002	0.00	NM		1	\$325.00
Saturday Today															
SAT TODAY															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 1 \$325.00 0.00															
E 17	KSNV	10/21/12	10/21/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$250.002	0.00	NM		1	\$250.00
Sunday Today															
SUN TODAY															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$250.00 0.00															
E 19	KSNV	10/20/12	10/20/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$350.002	0.00	NM		1	\$350.00
Sa-Su Early News															
NEWS															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 1 \$350.00 0.00															
													Totals	86 \$39,075.00	